

REMARKS

In accordance with the foregoing, claims 1 and 21 have been amended. No new matter is presented and, accordingly, approval and entry of same are respectfully requested.

STATUS OF CLAIMS

Claims 1-21 are rejected.

Claims 1-21 are pending and under consideration.

ITEM 4: REJECTION OF CLAIMS 1-2, 4, 9-10 and 19-20 UNDER 35 U.S.C. §102(b) FOR BEING ANTICIPATED BY AWAJI (JP 2000-148085 A);

ITEM 7: REJECTION OF CLAIM 3 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF NAKA ET AL. (U.S. PUBLICATION 2002/0191008);

ITEM 8: REJECTION OF CLAIMS 5-6 AND 11 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF TOKUNAGA ET AL. (US PUBLICATION 2003/0011540);

ITEM 9: REJECTION OF CLAIMS 7-8 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF TOKUNAGA ET AL. (U.S. PUBLICATION 2003/0011540) AND FURTHER IN VIEW OF TOKUNAGA ET AL. (U.S. PUBLICATION 2003/0067425);

ITEM 10: REJECTION OF CLAIM 12 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF TOKUNAGA ET AL. (U.S. PUBLICATION 2003/0067425);

ITEM 11: REJECTION OF CLAIM 13 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF MOON (U.S. PUBLICATION 2003/0098826);

ITEM 12: REJECTION OF CLAIM 14 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF HASHIMOTO ET AL. (U.S. PUBLICATION 2001/0017605) AND FURTHER IN VIEW OF TOKUNAGA ET AL. (JP 2000-276106A);

ITEM 13: REJECTION OF CLAIM 15 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER AWAJI (JP 2000-148085A) IN VIEW OF TOKUNAGA ET AL. (JP 2000-276106A);

**ITEM 14: REJECTION OF CLAIM 16 FOR OBVIOUSNESS UNDER 35 U.S.C. §103(a) OVER
AWAJI (JP 2000-148085A) IN VIEW OF KANAZAWA ET AL. (U.S. PUBLICATION
2001/0054993)**

These rejections are respectfully traversed.

Awaji discloses a driving method of panel in which all of the cells of the panel - - including cells which are not to be lit - - are lit in a predetermined subfield in order to increase background brightness. In other words, according to Awaji, all of the cells are lit in a predetermined subfield, regardless of display data.

On the other hand, according to the present invention, all of the cells to be lit in a display field are lit in a predetermined subfield. Therefore, cells not to be lit in the display field are not lit in the predetermined subfield.

The cells to be lit are cells to be written. In order to clarify the driving method as claimed herein, the recitation in the amended claims 1 and 21 that "all of the cells to be written in the address periods of all of the plurality of subfields in the display field are written to cause light emission in the sustain period in a predetermined subfield (i.e., a first subfield and/or a second subfield) among the plurality of subfields making up the display field.

CONCLUSION

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

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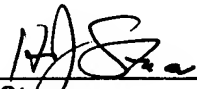
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If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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